China Market Summary & Category Data for Fish & Seafood - Salmon

Seafood Industry Australia
The Voice of Australian Seafood

GREAT AUSTRALIAN SEAFOOD

Economic Indicators

- GDP (USD Billion): **15,530**
- GDP per capita (USD): **11,062**
- Currency: **CNY** (Renminbi)
- Exchange Rate: 1 CNY = **0.21 AUD** (08/08/2022)
- Mercer's 2019 Quality of Living Ranking (2020 report not released due to COVID-19): Beijing - **120th**
- Human Development Index: **0.761** and ranked **85th**
- Logistics Performance Index: **3.61** and ranked **26th**
- Ease of Doing Business Rankings: **31st**

Source: Trading Economics, World Bank, Mercer, DFAT

- **Trade Agreements:**
  - China is a party to 107 Bilateral Investment Treaties (BITs) and 19 Treaties with International Provisions (TIPs) currently in force.
  - China and Australia are both partners to the Regional Comprehensive Economic Partnership (RCEP), the world's largest trade deal, which was signed in 2020 but is not yet in force.
  - China and Australia are also partnered by the bilateral Australia - China FTA (ChAFTA) which, upon full implementation, was expected to make 95% of Australian exports to China tariff-free.

Source: https://investmentpolicy.unctad.org/country-navigator

Demographic Indicators

- Total Population (million): **1,444.2**
- Expatriate Population (million): **0.59**
- Population Growth: **0.34%**
- Median Age: **38.4**
- Urban Population: **60.8%**

- **Population Ethnicity:**
  - 91.6% Han Chinese
  - 7.13% Others (including Hui, Uyghur)
  - 1.27% Zhuang

- **Dominant Religious Groups:**
  - 73.56% No religion
  - 15.87% Buddhist
  - 2.53% Christian
  - 0.45% Muslim
  - 7.59% Other (including Taoist, Hindu)

Source: Trading Economics, World Bank, Statistics Body for individual countries

Consumer Behaviour & Societal Trends

Key Trends:

- The younger Chinese consumer base typically is less focused on saving than their older counterparts and uses the would-be savings for leisure purchases, prioritising quality over price. This consumption trend is most prominent in the major cities along the eastern coast, where per capita income and, thus, purchasing power is much higher.

- There is a fast-growing middle class, already at nearly 40% of the Chinese population, that is expected to soon become 76% of the urban population. This population segment has a steadily rising real purchasing power. It is using it to contribute to increases in total consumer spending that analysts believe will match that of the USA by 2030.

- Against the background of increasing nationalist sentiment amongst the Chinese government and population, there has been public backlash against major Western brands, which has filtered through to brands such as Nike and Adidas essentially being "blacklisted" from major E-commerce platforms app stores, etc.

- Chinese consumers inquire about products they are buying prior to purchasing relatively more than other major nations, especially regarding foreign products, with word of mouth being the most crucial source of persuasion.

- Chinese consumers have created the world's largest market for luxury brands, as their 2018 spending on luxury goods was estimated at US$115 billion, a third of the global total. While the rate of COVID-19 infections in China subsides, consumer confidence is rising, and demand for luxury products is increasing again dramatically.

- The importance of the group over the individual is a very prominent attitude throughout Chinese society, and, therefore, businesses that market their products towards groups fare relatively better. Furthermore, once a product is accepted by its target market, its popularity will increase exponentially due to the size and connectedness of the overall market.

- The prominence and popularity of many major online buy-now-pay-later platforms in China is driving much of the increases in consumer expenditure in 2021, as Chinese consumers are increasingly willing to buy items on credit. Further raising household spending back to pre-pandemic levels, which drove China's positive annual growth figure for 2020, is the government's stimulus bill released in mid-2020 of over half a billion dollars (USD) aimed at consumers.

- The percentage of products purchased in the late evening or overnight, as part of the 'night economy', is forecasted to rise significantly in future years due to workers progressively working until later hours as expected by their employers.

- Like much of the world, the portion of consumer spending toward essential goods has improved dramatically since the start of the COVID-19 pandemic because of financial uncertainty surrounding individuals' future financial statuses. In China, much of this increase has gone towards spending on food and beverage. However, this trend has been overwhelmingly present only amongst local products due to trade tensions and quality concerns.

Source: Nielsen, Mintel, McKinsey, USDA

Digital Adoption:

- As of February 2022, there were an estimated 1.02 billion internet users with a penetration rate of 70.9%, a year-on-year growth of 36 million since 2021.

- China maintains a significant social media user base - accounting for 68% of the population with 983.3 million Chinese users connected to popular social networking services such as WeChat and Sina Weibo.

Source: Digital in 2022 Report

Grocery Retail Channel Developments

Key Trends:

- Spending on groceries has remained strong throughout the COVID-19 pandemic in China. While overall spending decreased at times, the desire for essential goods, particularly fresh meat and vegetables, rose dramatically.
- Traditional grocery retail outlets in China include wet markets, many of which were forcibly closed in 2020 as one in Wuhan was linked to the outbreak of the COVID-19 virus. Consequently, these businesses have lost significant market share, and the future of wet markets as a major component of the Chinese grocery retail industry is under question.
- Due to convenience stores being deemed essential services and thus being exempt from lockdown measures, coupled with having extended opening hours, these businesses were able to retain high sales volume amid reduced foot traffic nationwide.
- To support social distancing priorities amongst customers at grocery retailers, cashless payments have surged in prevalence and value whilst AI technology is increasingly being used to minimise physical contact with staff in stores. This trend is most profound in convenience stores, where self-checkout options facilitated by facial recognition are common, saving retailers costs.
- Supermarkets and hypermarkets experienced the greatest sales volume improvements following the COVID-19 pandemic due to the lower prices and increased convenience offered to shoppers. However, the potential profits these retailers could earn was restricted by Chinese government price controls implemented in 2020 to stop price gouging.
- Amid stay-at-home measures in China, online grocery shopping and delivery is a significant growth industry, with retailer revenue far exceeding investment in early 2021. By 2022, online sales are forecast to account for around a quarter of total grocery sales in China at a total value of over US$1 trillion.

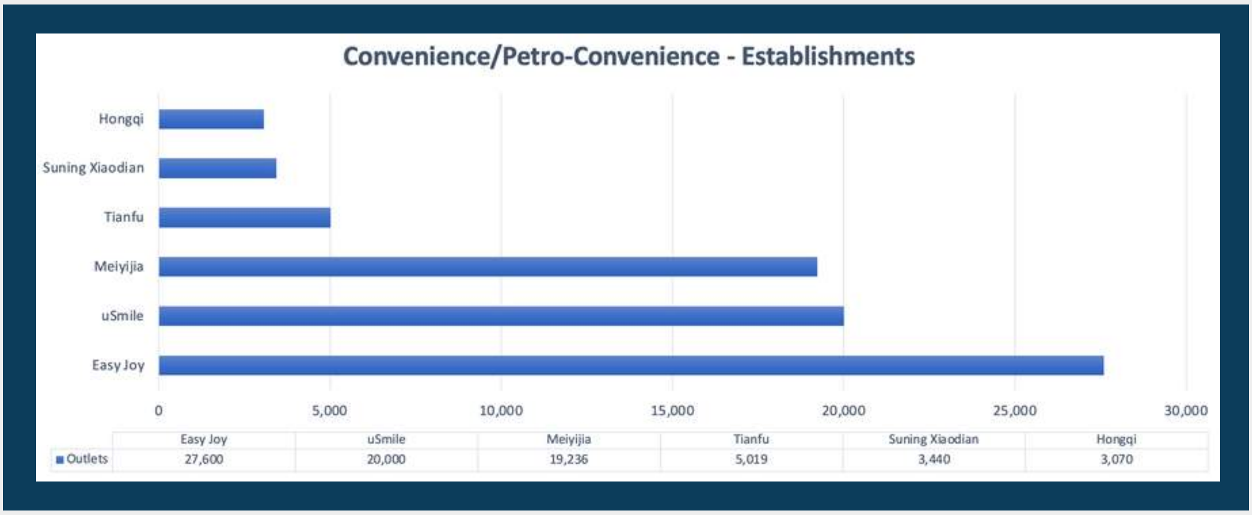
- The range of popular methods for receiving groceries ordered online in China is diversifying, a notable example being the "community group-buy" where residents of an area all make a group purchase through WeChat and receive it via delivery for a discounted rate.

- E-Commerce giants JD.com and Alibaba are deepening their investments in grocery retail businesses, with the latter doubling its ownership of physical stores in the second half of 2020. While these retailers are traditionally viewed as having low profit margins, due to the improvements in demand since the outbreak of COVID-19 and the popularity of buying from omni-channel retailers, takeovers have grown in favourability.

Source: Euromonitor

Grocery Retailing Brand Outlets:

Convenience/Petro-Convenience Brand Outlets:



Source: Euromonitor

Foodservice Channel Developments

Key Trends:

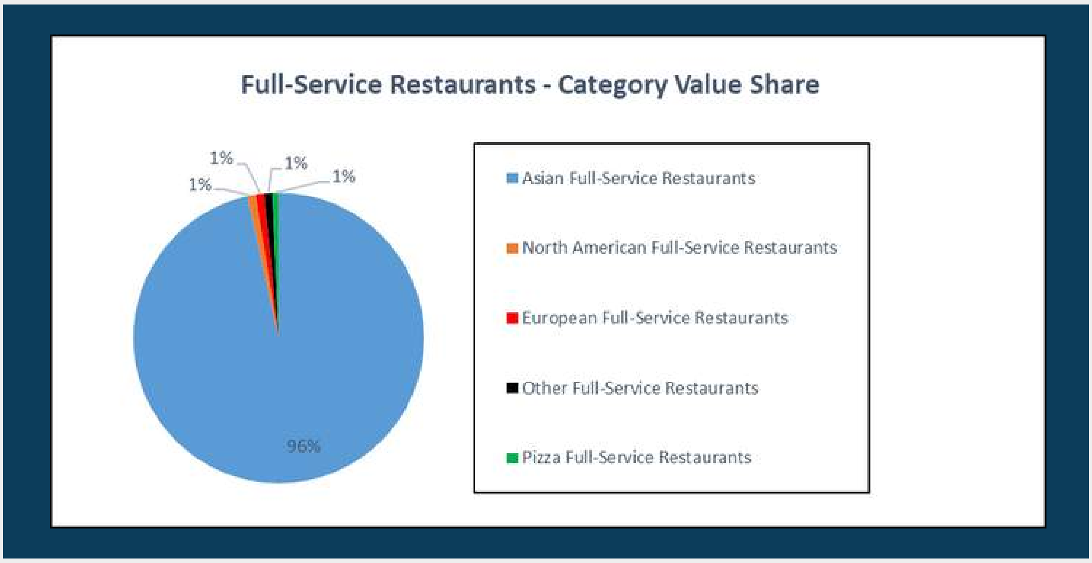
- Limited-service restaurants are growing in presence yet remain relatively uncommon in China because overseas fast-food chains are too late to establish themselves on the Chinese mainland. Consequently, independent businesses dominate the foodservice landscape. This fact was illustrated by the sales value in the limited-service sector in 2019 being more than seven times higher in Japan than in China.
- Restaurant business conditions suffered greatly throughout 2020 due to stay-at-home measures that forced closures for more than two months. Full-service restaurants suffered the most as these are primarily independent and thus have relatively less capital to withstand short-term losses. Leading chain operators took advantage of this situation to continue pre-pandemic plans for expansion by buying out these restaurants in locations already tailored to foodservice.
- The foodservice channel is expected to recover in 2021 and grow further in future years as consumer spending in the Chinese economy is forecasted to rise along with digitisation and the consequent accessibility of restaurant items.
- The long-term trend towards at-home eating has been hurried by the COVID-19 pandemic, leading fast-food giant Yum China to estimate that more than 50% of sales is now home delivery and takeout. The flow-on effect of this trend has made its way to menus, with more diverse items catering to home delivery such as ready-to-eat (RTE) meals, meal kits and buckets of boba tea.
- AI technology is increasingly being used to improve convenience when purchasing meals, illustrated by fast-food chains such as KFC launching driverless vans from where customers can make and collect orders, along with “smart lockers” from where takeout can be securely collected from.
- Health-conscious eating has consistently risen in prominence, causing more restaurants to offer semi-finished meat products. For example, KFC China, the largest fast-food chain on the mainland, offers boiled chicken steaks. Consumption of sugar has thus significantly fallen, creating a whole new brand of sugar-free teas and “half-sugar”.

- Plant-based meals or plant-based variations of popular dishes are becoming very popular, with international vegan food giants looking to make inroads in the Chinese market, illustrated by Beyond Meat declaring that China would be a staple point of the future international “fake meat” market.

- As consumption of high-carbohydrate products is decreasing, low-alcoholic beverages have found a market niche and are most popular amongst females. The market is forecast to be valued at over 1 and a half billion (USD) in 2027.

- Dairy products remain extremely important, with almost every raw dairy ingredient used in meal production possessing a large niche market of its own. For example, whey protein is becoming increasingly desired amongst Chinese consumers as an ingredient in food and drinks.

Full-Service Restaurants - Category Value Share:



Limited-Service Restaurants - Category Value Share:

Source: Euromonitor

Food & Drink e-Commerce Channel Developments

Key Trends:

- Despite charging restaurants commissions sometimes as high as 23%, online food delivery apps in China have grown rapidly following the start of the COVID-19 pandemic in response to increased social distancing preferences amongst consumers. The total number of users of third-party delivery apps surpassed 400 million in 2020, while giants Ele.me, Meituan Waimai and Baidu Waimai dominated the market with over 80% of total sales value.

- Foreign food and beverage products are very popular on online shopping platforms such as Taobao and JD.com. They are sold from overseas to a local purchasing agent who uses these websites as a facilitator. However, a significant issue arises when the agent cannot be trusted and resorts to selling fake products at a mark-up.

- The sale of fresh food products is the highest growing and biggest sector of all in the food and drink e-commerce channel, largely due to the COVID-19 pandemic, at the beginning of which there was an estimated 10+ million new users daily. This market is forecast to be valued at $800 billion by 2023, with the biggest e-commerce shopping platforms in China all offering fresh food purchases with same-day delivery.

- Online alcohol sales are improving in proportion to the rise in at-home drinking behaviour, with 50% annual growth in online beer sales, mostly consisting of canned beer. At the same time, lagers and stout beers feature prominently too. Sales of Baiju and foreign wines also comprise an online market totalling tens of millions in value (USD).

- Online sales of semi-finished meal packages increased consistently throughout 2020, with annual growth of over 300% in major cities, most of which were in the lower-price bracket of under 9 USD and marketed towards consumers aged 18 - 30.

Key E-tailers:

- The trend amongst consumers towards increasing their share of cashless payments has best been captured by major digital wallet applications Alipay and WeChat Pay that have partnerships with thousands of online E-commerce platforms, and now together represent the primary channel for purchasing food and beverage products.

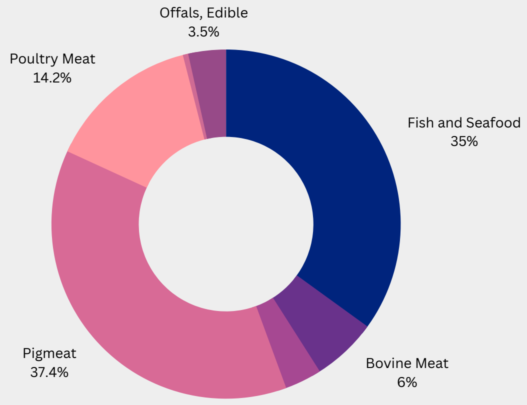
- JD.com is the largest business-to-customer (B2C) e-commerce platform in China and one of the biggest globally having, since the beginning of the COVID-19 pandemic, doubled its customer base for fresh food products.

Source: Euromonitor

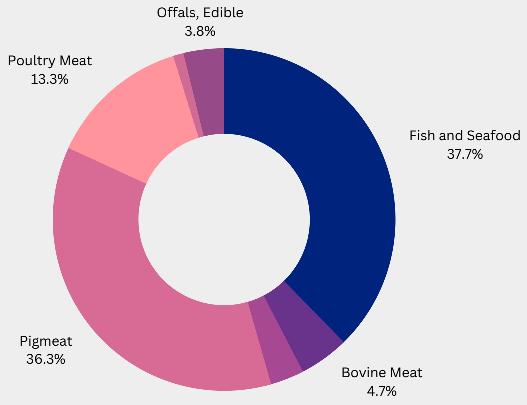
Seafood Consumption in China

- Fish and seafood supply per person in China is valued at 38.51 kg as of 2019 according to the United Nations Food and Agricultural Organization (FAO). This value has risen by 1.03% annually between 2014 - 2019, having been previously recorded as 36.59 kg in 2014.
  - Food supply is defined as food available for human consumption. At country level, it is calculated as the food remaining for human use after deduction of all non-food utilizations
- Other meat alternative consumption values per capita in 2019 were:
  - Bovine Meat: 6.28 kg
  - Mutton & Goat Meat: 3.58 kg
  - Pigmeat: 39.17 kg
  - Poultry Meat: 14.82 kg
  - Meat, Other: 0.53 kg
  - Offals, Edible: 3.65 kg

2014 Protein Consumption - Food Supply (%)



2019 Protein Consumption - Food Supply (%)



- * This graph does not take into account grain and cereal products, rice products, roots, potatoes, sugar, pulses, fruits and vegetables, and other alternatives.
- Note: Fish and Seafood consumption takes into account: Freshwater Fish, Demersal Fish, Pelagic Fish, Marine Fish (Other), Crustaceans, Cephalopods, Molluscs (Other), and Aquatic Animals (Others).

Source: FAOStat, 2022

Market Access Requirements

Key Regulators:

- State Administration for Market Regulation (SAMR): Responsible for developing food safety laws, while also implementing domestic market inspections and registrations.
- National Health Commission (NHC): Creates and implements risk management plans for food safety in collaboration with SAMR.
- General Administration of Customs of China (GACC): Inspects imports and collects duties.
- Ministry of Commerce (MOFCOM): Regulates alcoholic product distribution and manages issues concerning trade deals and global trade laws.

Product Registration/Import Procedure:

- All businesses exporting products to China must register through the Customs website on either the "Registration Systems of Imported Food and Cosmetic Importers and Exporters" or the "internet + customs platform" page.
- Either the producer of the Food & Beverage product or the locally-based importer can conduct the rest of the customs clearance process.
- If the product being imported into China is on the "List of Food Imports Subject to Enterprise Regulation" then the foreign producer must register with the Chinese Certification and Accreditation Administration (CNCA).
- Use the Harmonised System (HS) codes available on Australia's Free Trade Agreement Portal to determine the duties that the imported product will be subject to.
- Prepare and submit necessary documentation to the GACC. Once these are checked, any applicable duties will need to be paid and customs clearance takes place.

Documentation Required:

- Certain goods have higher safety regulations and thus additional documentation such as an import quota or pre-shipment inspection certificate may be required. This is common practise for the importation of many meat and health products.
- The following documents are generally required to facilitate the import process:
  - Invoice.
  - Bill of lading.
  - Packing list.
  - ChAFTA certificate of origin (if the product is deemed to have "originated" in Australia as per ChAFTA terms). This can be obtained after emailing a completed Exporter Information C04 Form to the Australian Business Chamber.

General Labelling Requirements:

- In general, food labels must include:
  - Product name
  - Shelf life
  - Net quantity
  - Date of production
  - Ingredient list
  - Nutrition information
  - Name, address, and contact information of the producer
  - Code of product standards followed
  - Food additive declaration
  - Storage instructions
  - Importing facility registration number
  - Extra information as required for certain products, e.g. goods made for infants

Packaging Requirements:

- Food for direct consumption has to be in small packages or use clean, non-toxic materials.
- Wood packages must carry an International Plant Protection Convention (IPPC) mark.
- All packaging must be easily degradable and recyclable.

Non-Tariff Barriers:

- If shipments are found to contain anomalies, all exports of products from such industry from Australia may be denied entry into China for a specified period of time.
- As of April 2021, Australia is reportedly banned from exporting coal into China. Blanket bans like these are increasing in prevalence as relations deteriorate between the two nations.
- Certain Australian agricultural products require Australia and China to have a specific finalised import regimen before import is allowed into China. More information on these protocols can be found on the Department of Agriculture and Water Resources (DAWR) website.

Tariffs Levied:

- Chinese tariff rates are constantly changing at unpredictable instances and therefore businesses should identify the specific rate using the HS system prior to exporting.
- Australian goods are subject to a range of tariffs, the strength of which have been increased for wine, barley, beef and lamb, to name a few, and will be held in place for the next five years.

Source: USDA Food and Agricultural Import Regulations and Standards Country Reports [FAIRS], Austrade, DFAT, Export.gov

Category Data

Fish and Seafood in China

Key Trends:

- Total volume sales rose by 1% in 2021, with total consumption improving due to stable demand from consumers. By 2026, volume sales will grow at a 2% CAGR.

- Retail sales are expected to drop following a rapid increase in demand during 2020 amid foodservice closures and home seclusion measures, with demand now shifting back to foodservice as most establishments have been operating as usual in 2021.

- China generally imports fish for further processing into value-added products for export, with key imports including frozen cod, fresh salmon, and frozen fish.

- Crustaceans were the strongest performing category in 2021, experiencing a 4% growth rate attributed to the reopening of foodservice outlets. Most consumers tend to eat more crustaceans due to perceived difficulty in preparing crustaceans at home.

- Fish is expected to record the weakest overall volume growth. While growth was evident in retail in 2020, the easing of foodservice restrictions will see more demand for non-fish dishes such as crayfish and crab.

- Sustainability is becoming a priority for the fishing industry, with initiatives such as the Yangtze River's 10-year fishing ban and the suspension of squid fishing in some waters. The country is also aiming to minimise its proportion of fisheries at a decreasing annual rate of 1.3%, with 80% of seafood from fisheries and 20% from fishing.

- E-commerce penetration has increased as traditional barriers for selling fish and seafood online, such as poor consumer perceptions of freshness and transport difficulties, are being eroded. Local governments are helping producers establish e-commerce solutions to support the use of live streaming to directly communicate freshness to consumers. At the same time, logistics providers have developed mature systems for chilled seafood deliveries.

- Imported crab, particularly live king crab, remains a popular choice amongst consumers, with Russia being a key exporter. Consumers value live seafood as the highest level of freshness for luxury seafood. At the same time, the price of king crab has risen, demand remains largely unaffected, and thus imports are expected to grow.

- A rising middle class and growing disposable incomes allow consumers to trade up for higher quality and premium fish products, with claims such as organic and imported being perceived as healthier and more nutritious, yet with higher prices.

- Local seafood is generally consumed at home due to its freshness and affordability, while imported products are consumed at high-end hotels and restaurants. Plus, while live and fresh seafood is considered healthiest, improvements in production are expected to see frozen and processed seafood consumption rise.

Country	Sector	Category	Year	Value M USD	5yr CAGR M USD (%)
China	Fish & Seafood	Ambient Fish & Seafood	2021	732.60	3.83
			2026	863.25	3.34
		Chilled Raw Packaged Fish & Seafood - Processed	2021	2,528.17	4.29
			2026	3,004.31	3.51
		Chilled Raw Packaged Fish & Seafood - Whole Cuts	2021	3,425.47	5.23
			2026	4,364.92	4.97
		Dried Fish & Seafood	2021	1,224.95	5.23
			2026	1,532.39	4.58
		Fresh Fish & Seafood (Counter)	2021	10,976.48	5.52
			2026	13,863.10	4.78
		Frozen Fish & Seafood	2021	1,895.59	4.00
			2026	2,236.38	3.36

Source: GlobalData, 2022

ITC - Trade Data

Fresh or Chilled Atlantic Salmon in China

China - Trade Data - HS Code 030214 Fresh or chilled Atlantic salmon (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '20 - '21)	Annual Growth Imported Value % (Long Term '17 - '21)	Annual Growth Imported Quantity % (Long Term '17 - '21)
-	World	586,340	53,316	80	3	2
1	Norway	267,195	25,050	95	59	56
2	Australia	131,974	11,463	102	16	11
3	Chile	68,139	5,763	-4	-21	-23
4	Area Nes	63,623	5,770	56	-12	-12
5	United Kingdom	46,469	4,468	1,064	-24	-22
6	Iceland	6,441	570	56	-	-
7	Canada	2,499	232	-30	-48	-47
8	Sweden	-	-	-	-	-
9	Faroe Islands	-	-	-	-	-
10	Denmark	-	-	-	-	-

AUS - Trade Data - HS Code 030214 Fresh or chilled Atlantic salmon (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '20 - '21)	Annual Growth Exported Value % (Long Term '17 - '21)	Annual Growth Exported Quantity % (Long Term '17 - '21)
-	World	283,497	27,483	48	31	29
1	China	145,500	12,332	110	18	13
2	Indonesia	29,150	2,982	301	18	18
3	Japan	24,138	2,380	-6	43	32
4	Thailand	23,935	3,092	186	112	141
5	Viet Nam	18,716	2,146	-13	142	154
6	USA	12,092	1,310	-36	-	689
7	Singapore	9,471	1,101	-1	44	34
8	Taipei, Chinese	8,768	951	-63	14	19
9	Korea, Republic of	6,342	663	607	-	136
10	New Zealand	2,008	178	-41	404	33

Source: ITC Trade Map, 2022

ITC - Trade Data

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8	Sweden	-	-	-	-	-
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AUS - Trade Data - HS Code 030214 Fresh or chilled Atlantic salmon (Export):

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7	Singapore	9,471	1,101	-1	44	34
8	Taipei, Chinese	8,768	951	-63	14	19
9	Korea, Republic of	6,342	663	607	-	136
10	New Zealand	2,008	178	-41	404	33

Source: ITC Trade Map, 2022

ITC - Trade Data

Frozen Atlantic Salmon in China

China - Trade Data - HS Code 030313 Frozen Atlantic Salmon (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '20 - '21)	Annual Growth Imported Value % (Long Term '17 - '21)	Annual Growth Imported Quantity % (Long Term '17 - '21)
-	World	30,107	4,594	-59	-21	-19
1	Chile	29,007	4,402	-61	-21	-17
2	Australia	1,045	174	-	-	-
3	Norway	55	18	-78	-41	-48
4	Taipei, Chinese	-	-	-	-	-
5	Hong Kong, China	-	-	-	-	-
6	Malaysia	-	-	-	-	-
7	Philippines	-	-	-	-	-
8	Russian Federation	-	-	-	-	-
9	Mongolia	-	-	-	-	-
10	Italy	-	-	-	-	-

AUS - Trade Data - HS Code 030313 Frozen Atlantic Salmon (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '20 - '21)	Annual Growth Exported Value % (Long Term '17 - '21)	Annual Growth Exported Quantity % (Long Term '17 - '21)
-	World	4,103	667	681	46	-3
1	China	1,031	174	-	-	-
2	Thailand	930	160	1,807	-8	-36
3	Indonesia	815	117	-	-	-
4	Viet Nam	556	86	36,254	-	-
5	Philippines	227	35	-	-	-
6	Malaysia	154	26	1,875	-	-
7	Hong Kong, China	133	6	-33	-	19
8	Brunei Darussalam	119	20	-	-	-
9	Papua New Guinea	82	9	-68	47	59
10	Bangladesh	47	34	-	-	-

Source: ITC Trade Map, 2022

ITC - Trade Data

Frozen Fillets of Pacific Salmon in China

China - Trade Data - HS Code 030481 Frozen Fillets of Pacific Salmon (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '20 - '21)	Annual Growth Imported Value % (Long Term '17 - '21)	Annual Growth Imported Quantity % (Long Term '17 - '21)
-	World	4,154	341	-28	-16	-22
1	Chile	3,038	238	-29	12	6
2	Norway	835	55	-19	80	77
3	New Zealand	127	8	118	15	12
4	United Kingdom	79	21	-73	-	-18
5	Japan	75	19	-	-1	76
6	USA	-	-	-	-	-
7	Germany	-	-	-	-	-
8	Canada	-	-	-	-	-
9	Netherlands	-	-	-	-	-
10	Belgium	-	-	-	-	-

AUS - Trade Data - HS Code 030481 Frozen Fillets of Pacific Salmon (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '20 - '21)	Annual Growth Exported Value % (Long Term '17 - '21)	Annual Growth Exported Quantity % (Long Term '17 - '21)
-	World	318	20	157	-8	-27
1	Indonesia	157	12	-	-	-
2	Hong Kong, China	69	3	-42	-	104
3	Papua New Guinea	38	3	-	66	-
4	Singapore	25	1	-	-	-
5	Viet Nam	20	1	933	-64	-67
6	Maldives	4	0	-	-	-
7	Philippines	3	0	-	-	-
8	Sri Lanka	2	0	-	-	-
9	Ireland	-	-	-	-	-
10	United Kingdom	-	-	-	-	-

Source: ITC Trade Map, 2022

ITC - Trade Data

Frozen Pacific Salmon in China

China - Trade Data - HS Code 030312 Frozen Pacific Salmon (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '20 - '21)	Annual Growth Imported Value % (Long Term '17 - '21)	Annual Growth Imported Quantity % (Long Term '17 - '21)
-	World	4,277	837	235	26	49
1	Russian Federation	2,688	586	3,303	-	-
2	Netherlands	1,511	244	1,214	338	295
3	Hungary	51	5	-	-	-
4	Canada	26	1	-53	-	-
5	Estonia	-	-	-	-	-
6	Latvia	-	-	-	-	-
7	Spain	-	-	-	-	-
8	Ireland	-	-	-	-	-
9	France	-	-	-	-	-
10	Denmark	-	-	-	-	-

AUS - Trade Data - HS Code 030312 Frozen Pacific Salmon (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '20 - '21)	Annual Growth Exported Value % (Long Term '17 - '21)	Annual Growth Exported Quantity % (Long Term '17 - '21)
-	World	268	39	1,012	54	108
1	Viet Nam	128	14	4,056	-	-
2	Indonesia	73	12	-	-	-
3	Papua New Guinea	48	12	142	11	60
4	Hong Kong, China	16	1	-	-	-
5	Nauru	2	0	-	-	-
6	Maldives	1	0	-	-	-
7	New Zealand	-	-	-	-	-
8	Japan	-	-	-	-	-
9	China	-	-	-	-	-
10	Thailand	-	-	-	-	-

Source: ITC Trade Map, 2022

ITC - Trade Data

Smoked Pacific Salmon in China

China - Trade Data - HS Code 030541 Smoked Pacific Salmon (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '20 - '21)	Annual Growth Imported Value % (Long Term '17 - '21)	Annual Growth Imported Quantity % (Long Term '17 - '21)
-	World	129	5	-71	-39	-42
1	United Kingdom	115	4	33	-21	-23
2	Norway	14	1	-15	-39	-45
3	Canada	-	-	-	-	-
4	Japan	-	-	-	-	-
5	Hong Kong, China	-	-	-	-	-
6	Singapore	-	-	-	-	-
7	Mongolia	-	-	-	-	-
8	Poland	-	-	-	-	-
9	Lithuania	-	-	-	-	-
10	Germany	-	-	-	-	-

AUS - Trade Data - HS Code 030541 Smoked Pacific Salmon (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '20 - '21)	Annual Growth Exported Value % (Long Term '17 - '21)	Annual Growth Exported Quantity % (Long Term '17 - '21)
-	World	174	5	-84	-24	-32
1	Hong Kong, China	149	5	-71	-15	-19
2	New Zealand	21	0	-	-	-
3	Papua New Guinea	5	0	-25	-40	-
4	Germany	-	-	-	-	-
5	United Kingdom	-	-	-	-	-
6	Poland	-	-	-	-	-
7	Norway	-	-	-	-	-
8	Denmark	-	-	-	-	-
9	Italy	-	-	-	-	-
10	USA	-	-	-	-	-

Source: ITC Trade Map, 2022

ITC - Trade Data

Fresh or Chilled Salmonidae in China

China - Trade Data - HS Code 030219 Fresh or Chilled Salmonidae (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '20 - '21)	Annual Growth Imported Value % (Long Term '17 - '21)	Annual Growth Imported Quantity % (Long Term '17 - '21)
-	World	129	5	-71	-39	-42
1	United Kingdom	115	4	33	-21	-23
2	Norway	14	1	-15	-39	-45
3	Canada	-	-	-	-	-
4	Japan	-	-	-	-	-
5	Hong Kong, China	-	-	-	-	-
6	Singapore	-	-	-	-	-
7	Mongolia	-	-	-	-	-
8	Poland	-	-	-	-	-
9	Lithuania	-	-	-	-	-
10	Germany	-	-	-	-	-

AUS - Trade Data - HS Code 030219 Fresh or Chilled Salmonidae (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '20 - '21)	Annual Growth Exported Value % (Long Term '17 - '21)	Annual Growth Exported Quantity % (Long Term '17 - '21)
-	World	167	6	29	14	-2
1	Hong Kong, China	108	6	58	19	15
2	Singapore	52	0	342	-	-
3	New Zealand	6	0	51	129	-
4	Fiji	2	0	-	-	-
5	Portugal	-	-	-	-	-
6	Italy	-	-	-	-	-
7	Spain	-	-	-	-	-
8	USA	-	-	-	-	-
9	Poland	-	-	-	-	-
10	France	-	-	-	-	-

Source: ITC Trade Map, 2022

ITC - Trade Data

Fresh or Chilled Fillets of Pacific Salmon in China

China - Trade Data - HS Code 030441 Fresh or Chilled Fillets of Pacific Salmon (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '20 - '21)	Annual Growth Imported Value % (Long Term '17 - '21)	Annual Growth Imported Quantity % (Long Term '17 - '21)
-	World	2,173	133	603	75	65
1	Norway	1,965	120	3,924	330	121
2	Area Nes	207	13	552	-	-7
3	Chile	1	0	-	-38	-
4	Japan	-	-	-	-	-
5	Sweden	-	-	-	-	-
6	Netherlands	-	-	-	-	-
7	Poland	-	-	-	-	-
8	Denmark	-	-	-	-	-
9	USA	-	-	-	-	-
10	Canada	-	-	-	-	-

AUS - Trade Data - HS Code 030441 Fresh or Chilled Fillets of Pacific Salmon (Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '20 - '21)	Annual Growth Exported Value % (Long Term '17 - '21)	Annual Growth Exported Quantity % (Long Term '17 - '21)
-	World	71	14	47	-7	30
1	Sri Lanka	42	11	56	-	-
2	Hong Kong, China	16	1	-	-32	-16
3	Solomon Islands	5	2	-	-	-
4	Nauru	4	0	-	-	-
5	Maldives	4	0	-	-	-
6	Philippines	1	0	-	-	-
7	Norway	-	-	-	-	-
8	New Zealand	-	-	-	-	-
9	USA	-	-	-	-	-
10	Sweden	-	-	-	-	-

Source: ITC Trade Map, 2022

ITC - Trade Data

Fresh or Chilled Pacific Salmon in China

China - Trade Data - HS Code 030213 Fresh or Chilled Pacific Salmon (Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term '20 - '21)	Annual Growth Imported Value % (Long Term '17 - '21)	Annual Growth Imported Quantity % (Long Term '17 - '21)
-	World	9,890	625	224	15	2
1	New Zealand	9,870	614	234	18	16
2	Russia	20	10	-80	-51	-50
3	USA	-	-	-	-	-
4	Canada	-	-	-	-	-
5	Chile	-	-	-	-	-
6	Netherlands	-	-	-	-	-
7	Poland	-	-	-	-	-
8	France	-	-	-	-	-
9	Belgium	-	-	-	-	-
10	Denmark	-	-	-	-	-

AUS - Trade Data - HS Code 030213 Fresh or Chilled Pacific Salmon (Export):

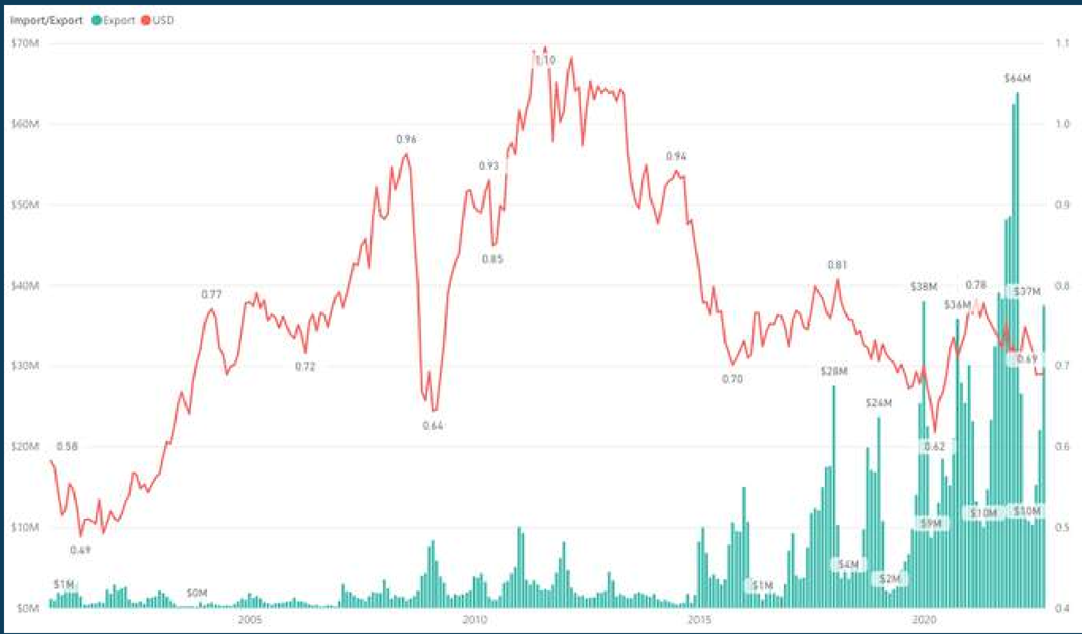
Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '20 - '21)	Annual Growth Exported Value % (Long Term '17 - '21)	Annual Growth Exported Quantity % (Long Term '17 - '21)
-	World	17	3	-92	-59	-46
1	Japan	17	3	1,024	-24	0
2	New Zealand	-	-	-	-	-
3	USA	-	-	-	-	-
4	Spain	-	-	-	-	-
5	Canada	-	-	-	-	-
6	Poland	-	-	-	-	-
7	Italy	-	-	-	-	-
8	Belgium	-	-	-	-	-
9	China	-	-	-	-	-
10	Brazil	-	-	-	-	-

Source: ITC Trade Map, 2022

FRDC - Trade Data

Salmon Exports - Value

AUS - Trade Data - Species: Salmon (Exports):



Value of Exports - Salmon

Commodity Description	Value
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	$1,160,810,760
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$214,934,677
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$169,818,644
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	$19,793,160
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$12,894,099
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	$10,346,133
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (incl. fillets), whether or not cooked before or during the smoking process	$8,694,078
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodrus) (excl. fillets and meat of HS 0304 & livers & roes)	$7,142,450
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	$6,949,314
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. tschawytscha, O. kisutch, O. masou & O. rhodrus) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	$6,888,886
Fresh or chilled salmonidae (excl. trout; Pacific salmon, Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	$6,783,141
Frozen salmonidae (excl. Sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and edible fish offal of HS 03039)	$5,853,600
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho Hucho)	$3,806,465
Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou andOncorhynchus rhodorus), excluding livers and roes	$2,724,710
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	$2,106,663
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	$1,335,959
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Daunube salmon (Hucho hucho)	$1,229,277
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon); fillets and other meat of HS 0304 and livers and roes)	$1,096,389
Fresh or chilled salmonidae (excl. trout; Pacific salmon, Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and edible fish offal of HS 03029)	$1,056,918
Frozen Pacific salmon (Oncorhynchus gorbuscha, O. keta, O. tschawytscha, O. kisutch, O. masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and edible fish offal of HS 03039)	$528,312
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	$108,725
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	$36,704
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	$20,250
Frozen fillets of flat fish (Pleuronectidae, Bothidae, Cynoglossidae, Soleidae, Scophthalmidae and Citharidae)	$4,115

Value of Exports - Top Commodity Breakdown

Country	Value
China	$725,793,661
Japan	$247,333,662
Indonesia	$157,732,401
Taiwan	$109,966,086
Vietnam	$91,817,917
Thailand	$67,878,087
Singapore	$60,262,692
United States of America	$55,384,854
Hong Kong	$35,079,013
New Zealand	$32,985,513
Malaysia	$19,255,560
Korea Republic of	$13,451,579
United Arab Emirates	$4,628,384

Leading Export Destinations - Value

State	Value
TAS	$1,260,623,218
VIC	$306,265,466
NSW	$37,923,477
SA	$16,886,690
Foreign (re-export)	$16,293,744
WA	$3,508,394
QLD	$3,439,281
NT	$17,716
ACT	$5,443

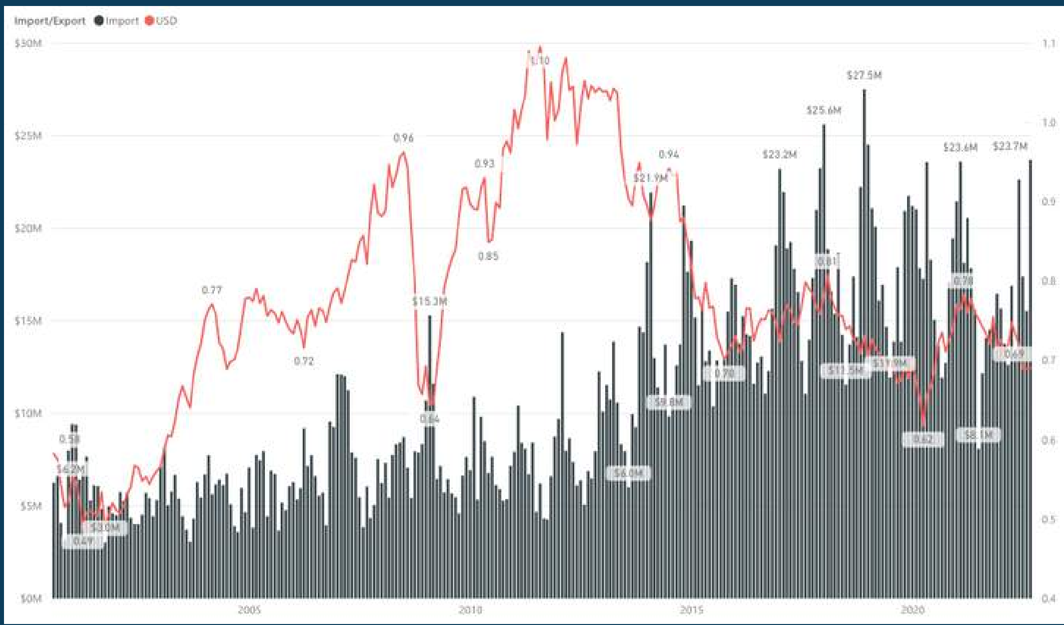
Export Value by State

Source: FRDC, 2022

FRDC - Trade Data

Salmon Imports - Value

AUS - Trade Data - Species: Salmon (Imports):



Value of Imports - Salmon

Commodity Description	Value
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	$1,246,999,078
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	$654,368,380
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho Hucho)	$478,436,995
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (salmo salar) & Danube salmon (Hucho hucho) (incl. fillet) whether or not cooked before or during smoking, in packs <= 1kg	$212,712,099
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodrus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$56,106,997
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. t	$43,783,074
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$35,653,728
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Daunube salmon (Hucho hucho)	$33,870,916
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodrus) (excl. fillets and meat of HS 0304 & livers & roes)	$25,474,396
Prepared or preserved salmon (incl. minced salmon) (excl. whole fish or fish in pieces and salmon of Chapter 03)	$22,878,038
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (salmo salar) & Danube salmon (Hucho hucho) (incl. fillets) whether or not cooked before or during smoking, in packs > 1kg	$15,823,980
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon), fillets and other meat of HS 0304 and livers and roes)	$3,688,256
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excluding fillets and o	$2,586,911
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	$2,141,522
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excluding	$1,230,826
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	$967,400
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	$958,410
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	$832,182
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	$641,201
Frozen salmonidae (excluding Sockeye salmon (red salmon); Pacific salmon; Atlant	$308,757
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (	$278,816
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	$221,378
Pacific salmon, frozen (excl. fish fillets and other fish meat of 0304, livers and roes)	$164,153
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and livers and roes)	$142,460
Frozen Pacific salmon (Oncorhynchus gorbuscha, O. keta, O. tschawytscha, O. kisu	$141,263
Fresh or chilled salmonidae (excluding trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and edible fish offal of HS 03029)	$22,187

Value of Imports - Top Commodity Breakdown

Country	Value
Denmark	$664,560,650
United States of America	$662,120,441
Norway	$632,185,321
Thailand	$284,592,969
Canada	$190,446,054
New Zealand	$182,357,661
Poland	$124,255,455
China	$20,985,162
Chile	$16,615,879
Germany	$13,937,682
United Kingdom	$13,620,653
Korea, Republic of	$11,893,071
Sweden	$10,753,089
Netherlands	$3,292,339
France	$2,102,068
Spain	$2,044,678

Leading Import Sources - Value

State	Value
NSW	$1,485,693,670
VIC	$925,963,262
QLD	$311,995,998
WA	$91,011,481
SA	$25,313,542
NT	$369,832
TAS	$85,618

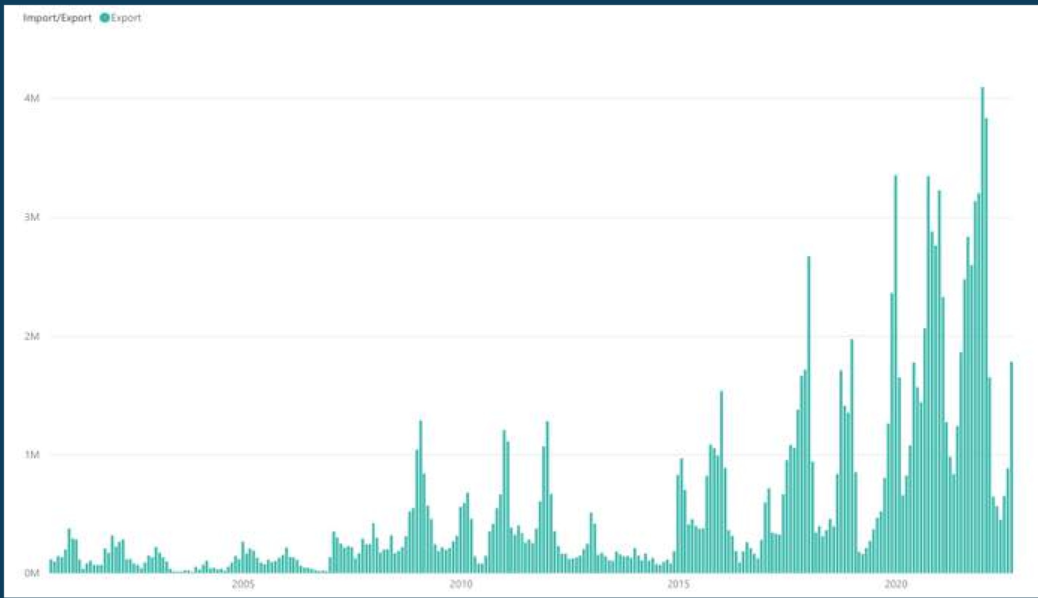
Import Value by State

Source: FRDC, 2022

FRDC - Trade Data

Salmon Exports - Volume

AUS - Trade Data - Species: Salmon (Exports):



Volume of Exports - Salmon

Commodity Description	Quantity
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	90,376,208
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodrus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	27,980,686
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	16,522,408
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	3,466,532
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	2,287,473
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	2,028,037
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodrus) (excl. fillets and meat of HS 0304 & livers & roes)	819,482
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	782,020
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. tschawytscha, O. kisutch, O. masou & O. rhodrus) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03029)	468,216
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (incl. fillets), whether or not cooked before or during the smoking process	460,452
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho Hucho)	388,178
Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou andOncorhynchus rhodurus), excluding livers and roes	335,980
Frozen salmonidae (excl. Sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and edible fish offal of HS 03039)	322,168
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	304,579
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon: trout; fillets and other meat of HS 0304 and livers and roes)	298,843
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon); fillets and other meat of HS 0304 and livers and roes)	286,395
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	265,103
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Daunube salmon (Hucho hucho)	82,173
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and edible fish offal of HS 03029)	69,242
Frozen Pacific salmon (Oncorhynchus gorbuscha, O. keta, O. tschawytscha, O. kisutch, O. masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and edible fish offal of HS 03039)	46,802
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	8,188
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	3,361
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and edible fish offal of HS 03039)	1,380
Frozen fillets of flat fish (Pleuronectidae, Bothidae, Cynoglossidae, Soleidae, Scophthalmidae and Citharidae)	300

Volume of Exports - Top Commodity Breakdown

Country	Quantity
China	58,011,506
Japan	22,927,076
Indonesia	13,340,794
Taiwan	10,717,352
Vietnam	9,200,968
Thailand	7,853,794
Singapore	6,466,305
United States of America	5,125,716
New Zealand	4,309,157
Hong Kong	3,698,867
Malaysia	1,923,861
Korea Republic of	1,020,788

Leading Export Destinations - Volume

State	Quantity
TAS	113,105,457
VIC	27,062,697
NSW	2,991,474
Foreign (re-export)	2,044,008
SA	1,284,151
QLD	575,211
WA	538,754
NT	2,353
ACT	101

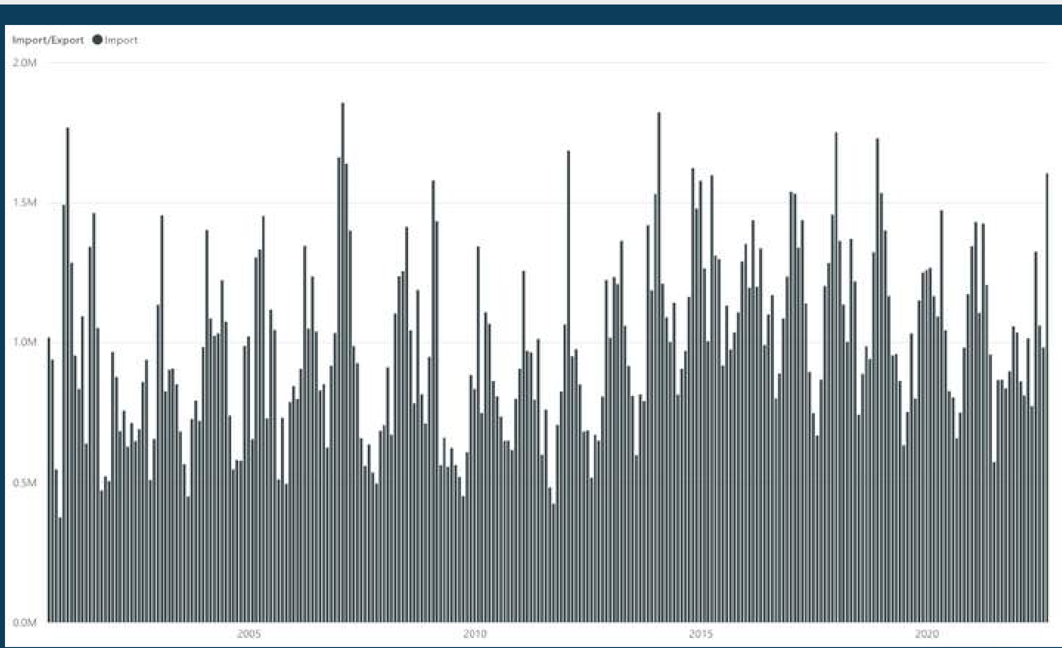
Export Volume by State

Source: FRDC, 2022

FRDC - Trade Data

Salmon Imports - Volume

AUS - Trade Data - Species: Salmon (Imports):



Volume of Imports - Salmon

Commodity Description	Quantity
Prepared or preserved salmon, whole or in pieces, but not minced (excl. salmon of Chapter 03)	170,153,913
Smoked Pacific salmon, Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho), whether or not cooked before or during the smoking process (incl. fillets) (excl. livers, roes, edible offal and HS 030510)	28,659,597
Frozen fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho Hucho)	28,479,375
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (salmo salar) & Danube salmon (Hucho hucho) (incl. fillet) whether or not cooked before or during smoking, in packs <= 1kg	11,642,140
Fresh or chilled Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodrus), Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	6,771,264
Prepared or preserved salmon (incl. minced salmon) (excl. whole fish or fish in pieces and salmon of Chapter 03)	4,451,627
Fresh or chilled Pacific salmon (Oncorhynchus nerka, O. gorbuscha, O. keta, O. t	2,957,251
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	2,909,957
Fresh or chilled Pacific salmon (Oncorhynchus nerka, Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodrus) (excl. fillets and meat of HS 0304 & livers & roes)	2,456,852
Fresh or chilled fillets of Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus), Atlantic salmon (Salmo salar) and Daunube salmon (Hucho hucho)	1,997,557
Frozen Pacific salmon (Oncorhynchus gorbuscha, keta, tschawytscha, kisutch, masou and rhodurus) (excl. sockeye salmon (red salmon), fillets and other meat of HS 0304 and livers and roes)	1,237,156
Smoked Pacific salmon (Oncorhynchus nerka, gorbuscha, keta, tschawytscha, kisutch, masou & rhodurus), Atlantic salmon (salmo salar) & Danube salmon (Hucho hucho) (incl. fillets) whether or not cooked before or during smoking, in packs > 1kg	992,883
Frozen salmonidae (excl. Pacific, Atlantic, Danube and sockeye salmon; trout; fillets and other meat of HS 0304 and livers and roes)	232,947
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excl. fillets and other meat of HS 0304 and livers and roes)	226,998
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excluding fillets and o	159,673
Frozen salmonidae (excl. sockeye salmon (red salmon); Pacific salmon; Atlantic salmon; Danube salmon; trout; fillets and other meat of HS 0304 and livers and roes)	84,842
Frozen Pacific salmon (Oncorhynchus gorbuscha, Oncorhynchus keta, Oncorhynchus tschawytscha, Oncorhynchus kisutch, Oncorhynchus masou & Oncorhynchus rhodurus) (excl. sockeye salmon (red); fillets and other meat of HS 0304 and livers & roes)	84,418
Frozen Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (excluding	78,763
Fresh or chilled salmonidae meat, whether or not minced (excl. fillets)	77,424
Fresh or chilled salmonidae (excl. trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and livers and roes)	48,971
Frozen salmonidae (excluding Sockeye salmon (red salmon); Pacific salmon; Atlant	34,521
Pacific salmon, frozen (excl. fish fillets and other fish meat of 0304, livers and roes)	30,963
Fresh or chilled Atlantic salmon (Salmo salar) and Danube salmon (Hucho hucho) (	24,068
Frozen sockeye salmon (red salmon) (Oncorhynchus nerka) (excl. fillets and other meat of HS 0304 and livers and roes)	11,746
Frozen Pacific salmon (Oncorhynchus gorbuscha, O. keta, O. tschawytscha, O. kisu	9,622
Fresh or chilled salmonidae (excluding trout; Pacific salmon; Atlantic salmon; Danube salmon; fillets and other meat of HS 0304 and edible fish offal of HS 03029)	1,289

Volume of Imports - Top Commodity Breakdown

Country	Quantity
United States of America	98,385,178
Norway	36,802,137
Thailand	35,019,454
Denmark	31,650,185
Canada	26,523,883
New Zealand	15,344,161
Poland	8,504,566
China	3,763,063
Korea, Republic of	2,512,200
Chile	1,927,800
Germany	1,050,125
United Kingdom	800,787
Sweden	471,050
France	233,410
Netherlands	202,157
Russian Federation	171,140

Leading Import Sources - Volume

State	Quantity
NSW	121,850,900
VIC	102,908,709
QLD	27,134,888
WA	7,896,580
SA	3,998,051
NT	22,751
TAS	3,941

Import Volume by State

Source: FRDC, 2022

FRDC - Trade Data Sourced from FAO

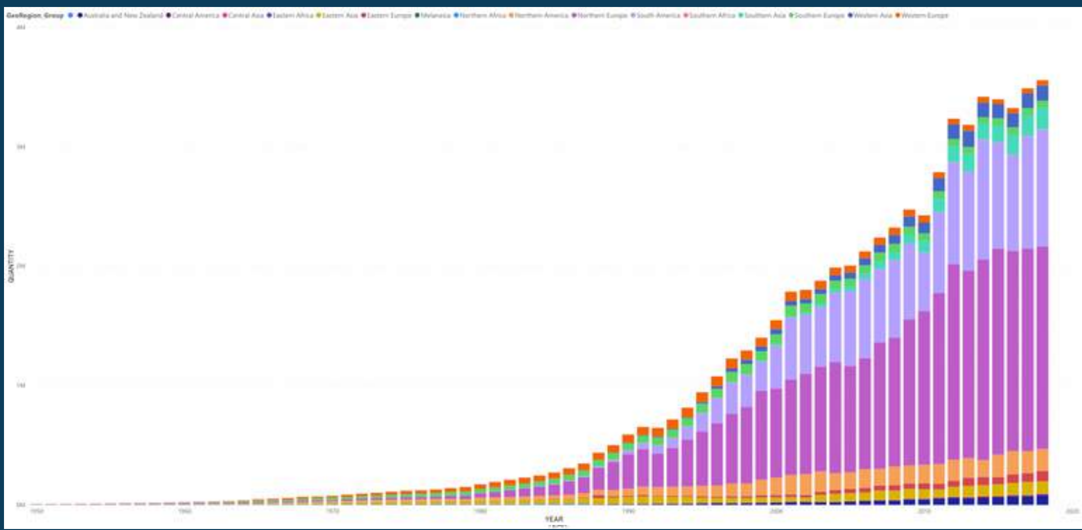
Food and Agriculture Organization (FAO) Production Volume, Value and Trade - Salmon, Trouts, Smelts

ASFIS Species: Salmon, Trouts, Smelts

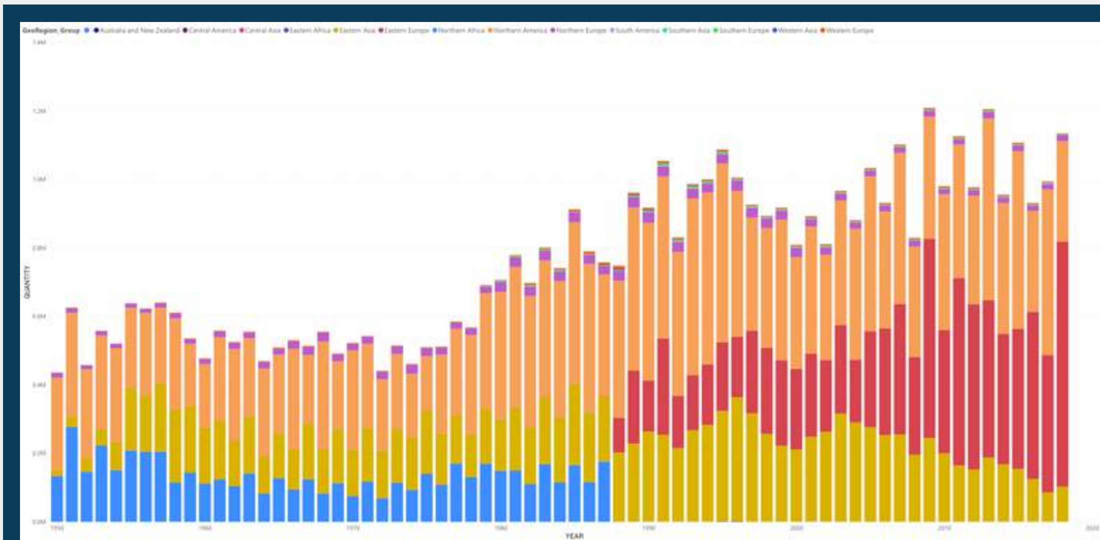
Reporting country Name En	Unit Name	2020	2015	2010
Australia	Tonnes – net product weight	36 775	25 071 N	16 055
China	Tonnes – net product weight	232 348	289 029 N	200 307

Reporting country Name En	Unit Name	2020	2015	2010
Australia	Value (USD 1000)	332 336	217 573	129 947
China	Value (USD 1000)	1 193 080	1 306 785	676 840

Global Fish Trade Volume & Value by ISSCAAP (International Standard Statistical Classification of Aquatic Animals and Plants) - FAO



Production Volume by GeoRegion - Aquaculture Production - FRDC



Production Volume by GeoRegion - Wild Catch Production - FRDC

Source: FAO, FRDC, 2022

Additional Resources

COUNTRY INSIGHTS

Agriculture and Agri-Food Canada - China Market Overview

Austrade - China Market Profile

DFAT - China Country Brief

DFAT - China Market Insights

Enterprise Singapore - China Market Profile

FoodExport - China Country Profile

HKTDC Research - China Market Profile

Santandar Trade Markets - China Market Overview

USDA - China Exporter Guide

CONSUMER INSIGHTS

Euromonitor International - Consumer Lifestyles in China

GWI - China Consumer Snapshot

Santandar Trade Markets - Reaching the Chinese Consumer

CATEGORY & CHANNEL INSIGHTS

Agriculture and Agri-Food Canada - China E-commerce Channel Overview

Agriculture and Agri-Food Canada - China Foodservice Profile

Agriculture and Agri-Food Canada - China Fish and Seafood Sector Overview

Euromonitor International - China Fish & Seafood Category Overview

Fisheries Research and Development Corporation (FRDC) - Australia-Specific Trade Data

International Trade Centre - Market-Specific Trade Data

USDA - China Foodservice Overview

USDA - China Retail Overview

MARKET ACCESS INSIGHTS

UNCTAD - China Investment Policy Hub

USDA - China Import Regulations & Standards

DFAT - ChAFTA

OTHER RESOURCES

EFIC
Export Connect Portal
Fitch Solutions
GlobalData
Google Trends

IbisWorld
L.E.K.
Marketline
McKinsey
Mintel

Nielsen
NZTE
Seafish UK
Statista
Trading Economics

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